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TUESDAY
OCTOBER 22nd
1974

PRESTON NORTH END

VERSUS

GILLINGHAM

OFFICIAL PROGRAMME
Price 10p

THE CLUB AT THE HEART OF THE NEW SUPER CITY

our visitors . . .

From left to right *(Back Row)* Len Ashurst (manager), Graham Knight, Dave Wiltshire, Dave Shipperley, Ron Hillyard, Dave Galvin, Dick Tydeman, Neil O'Donnell, Tony Toms (trainer/coach). *(Middle)* Brian Gregory, George Jacks, Damien Richardson, Joe Jacques, Dave Coxhill, Brian Yeo, Alan Wilks. *(Front)* Keith Lindsey, Bill Fogarty, Mark Swaine, Glenn Aitken.

PEN PICTURES

RON HILLYARD. Agile young goalkeeper obtained from York City in July. Born Rotherham and was an amateur on Leeds United's books.

DAVE WILTSHIRE. A youngster who joined the club from Canterbury early this year, having previously been an amateur with Folkstone.

GEORGE LEY. A newly-signed defender who made 16 appearances for Brighton last season and was formerly with Exeter City and Portsmouth.

DAVE GALVIN. A product of the Wolves youth scheme. Left Molyneux after seven years and has since made 150 appearances for Gillingham.

DAVE SHIPPERLEY. A 6ft. 2½in. defender signed in May from West Ham, for whom he made 150 appearances.

DICK TYDEMAN. Only 23 but has made well over 200 appearances for Gillingham in eight seasons. Talented mid-field man.

NEIL O'DONNELL. A former Scottish youth international who spent ten years at Norwich and joined Gillingham in the close season.

JOE JACQUES. Spent his early days with North End, since when he has been with Lincoln, Darlington and Southend.

DAMIEN RICHARDSON. Former Shamrock Rovers forward who got his Eire international cap in June last year. Scored 18 goals last season.

DAVE CHADWICK. A wing forward who was born in India. Previous experience with Southampton, Middlesbrough, Halifax and Bournemouth.

PETER FEELEY. Recently signed from Bournemouth, for whom he made six appearances last season. Also been with Chelsea and Fulham.

GILLINGHAM

Gillingham are one of the few clubs to have made a come-back after losing their place in the League.

Founded in 1893 as New Brompton, they changed their name to Gillingham 20 years later and were elected to the Third Division in 1920 and have never been higher than the Third, in which they have spent altogether seven seasons since the old Third (North) and Third (South) divisions were re-organised and the Fourth Division formed in 1958.

In 1938 they failed to gain re-election when they finished the season with only 26 pts and for the next 12 years they were on the "outside" before they were re-elected to the Third (South) in 1950.

The "Gills" as they are called, found themselves in the new Fourth Division in 1958 and in 1964 were the champions, which put them into the Third for the next seven seasons. There followed three more seasons in the Fourth until they gained promotion last season as runners-up to Peterborough with a record of:

W.29 D.12 L.9 F.90 A.49 Pts.62

Of the tally of 90 goals, Brian Yeo got 31, making him the League's leading scorer and equalling a club record created in 1954–55 by Eddie Morgan.

Their best efforts in the Third Division have been 55 pts in seasons 1954–55 and 1964–65, which rather suggests that they strike their best form every ten years.

On that basis, this should be another vintage year, but it has certainly not started that way. They are skippered by ex-Preston player Joe Jacques, who led two previous clubs, Darlington and Southend, to promotion.

Since taking over in May, manager Len Ashurst has made wholesale changes in the playing staff and his current side contains only four members of last season's promotion-winning team.

In 1965, Gillingham established a League record of 52 consecutive home games without defeat, quickly beaten by Millwall's run of 59 games, which ended in 1966–67.

Gillingham's Priestfield Stadium has a capacity of 25,000 and the nearest the club has got to a full house was in 1948 when 23,002 spectators paid to see them in the 3rd round F.A. cuptie against Queen's Park Rangers.

Welcome, then, to Gillingham on their first visit to Deepdale.

MANAGER

Len Ashurst is one of the football elite who have made 450 appearances for one club. In his case it was Sunderland, for whom he signed in 1957 and went on to almost monopolise the left back position for 14 years. During that time he earned England under-23 honours and then in 1971 he left Roker to become player manager of Hartlepools United.

He moved to Gillingham in May this year and, despite a disappointing start, is confident that his team re-organisation will come out right in the end.

Born in Liverpool, Len has recently moved house to Maidstone with his wife and two children.

KEEP OFF

Please do not damage the advertisements facing the pitch or obscure them, and KEEP OFF THE GRASS. The playing area must be kept clear of spectators. Needless damage is done when supporters go on to it. THIS MUST CEASE, otherwise well-behaved youngsters as well as offenders may be penalised. You can cheer from the terraces.

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Supporters wishing to have a record played in the pre-match or half-time entertainment spots over the public address system should send their requests to the Secretary, Deepdale, Preston, marking their envelope in the bottom left hand corner "D.J."

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PRESTON NORTH END F.C.

CHARLT

When we struck our recent bad patch I hesitated to make excuses but now that we appear to have started to put things right with a decisive win at Brighton I feel we can refer to the basic cause.

The truth is that John McMahon's injury knocked the side off balance. Mark Fielding did an excellent job but clearly lacks experience and we had to move several players around to find an alternative formula. On the brighter side has been the return of Ray Treacy to the squad and out of the misfortune to John McMahon has come the pleasing discovery that we have players who can fill different positions.

Alex Spark can slot into either fullback positions and I can play Francis Burns at left back, while Ray Treacy is useful in a central midfield role.

With a small first team squad of 16 or 17 it is necessary to manipulate them a little to find the right formula and I think now, as a result of our difficulties

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ON CHAT

a few good formulas have emerged.

But make no mistake, the Brighton success is over and done with and the matches which face us have still to be won. We hope to win these next two home games and keep up the challenge but I am delighted that we are still handily placed in the division.

Our shortage of goals came to an end with Mel Holden (2), Mike Elwiss and Tony Morley all finding the net but the most heartening thing was not that we won but that we played good football. We must now work to consolidate that form and that pattern of play and continue getting goals. We must not save our best performances for away matches and our aim will be to win all our future home matches while still collecting points away. It is no use winning 4–0 away from home and then putting on a disappointing show before our own spectators.

We realise we owe a lot to our very loyal supporters. There was a good following to Chester and even at Brighton we had some support. Their long journey was well rewarded but even so the first thing I told the lads on Monday morning was to forget Brighton. We must keep our feet firmly on the ground.

Bobby Charlton

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1889 1890
Runners-up: 6 times

League: Second Division Champions
1904 1913 1951
Runners-up: Twice

League: Third Division Champions
1971

F.A.Cup Winners
1889 1938

F.A. Cup Finalists
1888 1922 1937 1954 1964

War Cup Winners
1941

F.A. Charity Shield Finalists
1938

F.A. Youth Cup Finalists
1960

First Team Record

SEASON 1974–75

1974		Opponents		Rslt.	Pts	Gate
Aug.	17	**Plymouth Argyle**	h	1–0	2	11663
,,	20	**Rochdale (LC1)**	h	1–0	–	7780
,,	24	Watford	a	2–3	0	8918
,,	31	**Walsall**	h	3–2	2	7446
Sept.	3	**Bury**	h	3–0	2	10404
,,	7	Aldershot	a	2–1	2	6337
,,	10	**Sunderland (LC2)**	h	2–0	–	13279
,,	14	**Blackburn Rovers**	h	0–0	1	18042
,,	17	**Charlton Athletic**	h	2–0	2	11869
,,	21	Peterborough United	a	0–0	1	13120
,,	24	Crystal Palace	a	0–1	0	19680
,,	28	**Bournemouth**	h	5–2	2	10421
Oct.	1	Bury	a	0–2	0	11914
,,	5	Hereford United	a	2–2	1	11438
,,	9	Chester (LC3)	a	0–1	–	11262
,,	12	**Colchester United**	h	0–2	0	10259
,,	19	Brighton	a	4–0	2	16413
,,	22	**Gillingham**	h			
,,	26	**Grimsby Town**	h			
Nov.	2	Halifax Town	a			
,,	6	Gillingham	a			
,,	9	**Southend United**	h			
,,	13	League Cup 4				
,,	15	Tranmere Rovers	a			
,,	23	F.A.Cup (1)				
,,	30	**Huddersfield Town**	h			
Dec.	4	League Cup 5				
,,	7	Wrexham	a			
,,	14	F.A.Cup (2)				
,,	21	**Port Vale**	h			
,,	26	Blackburn Rovers	a			
,,	28	**Chesterfield**	h			
1975						
Jan.	4	Charlton Athletic (3)	a			
,,	11	**Wrexham**	h			
,,	15	League Cup Semi-Final				
,,	18	Huddersfield Town	a			
,,	22	League Cup Semi-Final				
,,	25	**Swindon Town** (4)	h			
Feb.	1	Southend United	a			
,,	8	**Halifax town**	h			
,,	15	Swindon Town (5)	a			
,,	22	**Tranmere Rovers**	h			
,,	28	Walsall	a			
Mar.	1	League Cup Final				
,,	8	**Crystal Palace** (6)	h			
,,	15	Bournemouth	a			
,,	18	Plymouth Argyle	a			
,,	22	**Aldershot**	h			
,,	29	Port Vale	a			
,,	31	Chesterfield	a			
Apr.	1	**Peterborough United**	h			
,,	5	Grimsby Town (S.F.)	a			
,,	12	**Hereford United**	h			
,,	19	Colchester United	a			
,,	22	**Watford**	h			
,,	26	**Brighton**	h			
May	3	F.A.Cup Final				

SEASON 1974–75

Division III

(including 19th October, 1974)

	P.	W.	D.	L.	Goals For	Ag.	Pts
Blackburn Rovers	12	8	3	1	18	10	19
Peterborough United	14	8	3	3	17	14	19
Colchester United	13	7	4	2	21	11	18
Preston North End	**14**	**7**	**3**	**4**	**24**	**15**	**17**
Swindon Town	14	6	5	3	22	20	17
Walsall	14	6	4	4	23	14	16
Crystal Palace	13	8	0	5	19	17	16
Watford	14	5	6	3	18	17	16
Southend United	15	7	1	7	17	25	15
Charlton Athletic	13	6	3	4	22	20	15
Plymouth Argyle	15	7	1	7	20	21	15
Bury	15	5	4	6	15	16	14
Hereford United	14	5	3	6	18	16	13
Port Vale	14	3	7	4	18	19	13
AFC Bournemouth	12	5	2	5	12	10	12
Grimsby Town	14	5	2	7	21	24	12
Chesterfield	14	5	2	7	19	22	12
Wrexham	12	4	3	5	22	20	11
Halifax Town	15	2	7	6	16	24	11
Brighton & H.A.	15	4	3	8	15	27	11
Huddersfield Town	11	5	0	6	11	13	10
Tranmere Rovers	13	3	3	7	13	17	9
Aldershot	15	4	2	9	15	24	9
Gillingham	13	1	8	7	12	22	7

First Team Appearances Season 1974–75

(14 League matches)

Bird 14; Brown 14; Burns 14; Charlton 14; Elwiss 14; Lamb 14; Morley 14; Holden 13; Sadler 13; Spark 13; McMahon 10; Fielding 2; Williams 2; Baxter S. 1; Coleman 1; Treacy 1.

First Team Goal Scorers Season 1974–75

(League Cup): Charlton 1; Holden 1; Morley 1,
(League): Holden 8; Elwiss 5; Morley 5; Charlton 3; Bird 1; Burns 1; Lamb 1.

PROFESSIONAL PLAYING STAFF Season 1974–75

	Height	Weight	Birthplace
Baxter, Stuart	6' 1"	11st 11	Wolverhampton
Bird, John	6' 0"	12st 6	Doncaster
Brown, John	5' 11½"	12st 6	Bradford
Burns, Francis	5' 8½"	10st 7	Coatbridge
Charlton, Bobby	5' 9"	12st 1	Ashington
Coleman, Gordon	5' 8½"	11st	Nottingham
Elwiss, Michael	5' 11½"	12st	Doncaster
Holden, Mel	6' 2"	13st 2	Dundee
Lamb, Alan	5' 9"	10st 4	Falkirk
McMahon, John	5' 9"	12st	Manchester
Morley, Tony	5' 8"	10st 12	Ormskirk
Sadler, David	6' 0"	12st 10	Yalding (Kent)
Spark, Alex.	5' 10"	12st 1	Stenhousemuir
Stiles, Nobby	5' 6"	10st 10	Manchester
Treacy, Ray	5' 9"	11st	Dublin
Williams, Gary	6' 0"	11st 4	Liverpool

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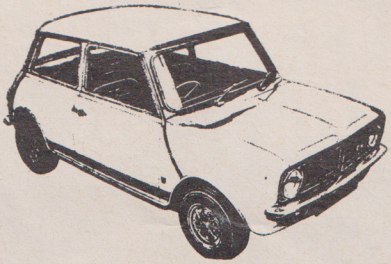

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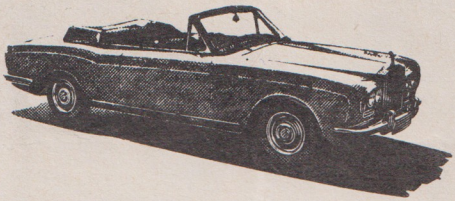

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PAYNES PNE PICTURES

Top Right:
Mel Holden, North Ends leading goalscorer.

Bottom Right:
Gary Williams outnumbered three to one.

Below:
Gordon Coleman fighting hard for a place in the first team.

FOOTBALL POST
Leisu
for al

Reserve Team Record

RESERVE TEAM FIXTURES

1974		Opponents		Rslt.	Pts
Aug.	17	Aston Villa	a	1–4	0
,,	24	**Bury**	h	2–0	2
,,	27	**Blackpool**	h	3–2	2
,,	31	Coventry City	a	1–3	0
Sept.	3	Blackpool	a	2–2	1
,,	14	Wolverhampton w,	a	2–4	0
,,	21	**Sheffield Wednesday**	h	2–3	0
,,	28	Liverpool	a	2–4	0
Oct.	5	**Bolton Wanderers**	h	1–1	1
,,	12	West Bromwich albion	a	3–1	0
,,	19	**Manchester City**	h	0–1	0
,,	29	Huddersfield Town	a		
Nov.	2	**Sheffield United**	h		
,,	9	Newcastle United	a		
,,	16	**Everton**	h		
,,	25	Stoke City	a		
,,	30	Burnley	a		
Dec.	7	**Nottingham Forest**	h		
,,	14	**Aston Villa**	h		
,,	21	Leeds United	a		
,,	28	Derby County	a		
1975					
Jan.	1	**Wolverhampton W.**	h		
,,	11	Nottingham Forest	a		
,,	18	**Burnley**	h		
Feb.	1	**Newcastle United**	h		
,,	8	Sheffield United	a		
,,	15	**Stoke City**	h		
,,	22	Everton	a		
,,	25	**Derby County**	h		
Mar.	1	**Coventry City**	h		
,,	8	Manchester United	a		
,,	15	**Leeds United**	h		
,,	22	Sheffield Wednesday	a		
,,	29	**Liverpool**	h		
,,	31	Blackburn Rovers	a		
Apr.	5	**West Bromwich A.**	h		
,,	12	Bolton Wanderers	a		
,,	19	**Huddersfield Town**	h		
,,	26	Manchester City	a		
		Bury (to be arranged)	a		
		Manchester United	h		
		Blackburn Rovers	h		

Central League

(including 19th October, 1974)

	P.	W.	D.	L.	Goals For	Ag.	Pts.
Aston Villa	13	9	2	2	29	18	20
West Bromwich A.	13	7	5	1	22	12	19
Manchester City	14	7	5	2	18	13	19
Liverpool	13	7	4	2	25	13	18
Derby County	12	7	3	2	29	13	17
Newcastle United	12	8	1	3	19	12	17
Everton	14	6	4	4	14	7	16
Nottingham Forest	13	6	3	4	27	18	15
Coventry City	13	6	3	4	19	22	15
Stoke City	11	7	0	4	19	15	14
Manchester United	13	4	4	5	21	18	12
Wolverhampton W.	12	5	1	6	19	19	11
Bolton Wanderers	12	2	7	3	17	18	11
Leeds United	12	3	4	5	16	19	10
Burnley	11	3	3	5	18	18	9
Huddersfield Town	13	4	1	8	14	25	9
Preston North End	**12**	**3**	**2**	**7**	**18**	**27**	**8**
Bury	12	3	2	7	15	25	8
Sheffield Wednesday	12	3	2	7	12	23	8
Blackpool	12	2	3	7	15	24	7
Blackburn Rovers	11	2	3	6	8	17	7
Sheffield United	12	1	0	11	14	32	2

WEST STAND CAR PARKING

More cars can now be parked on the West Stand Car Park.

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To facilitate traffic flow cars will enter through the centre gate and leave through the North and South exits.

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OUR DIVISION

North End's success at Brighton, their most emphatic away win for ten years, has put them amongst the top four and restored them to the position of highest scorers in the Division.

Looking at the divisions, North End's total of 24 is bettered only by West Ham's 25 in the First Division, and by Shrewsbury (27), Mansfield and Rotherham (26) and Northampton (25) in the Fourth.

It was Division Three which led the goals total for the first month of the season, according to League Football. The 134 goals worked out at an average of 2.8 goals a match, while the other averages were:

Division One, 2.6, Two, 2.5, Four, 2.6.

Despite their close call at Ewood on Saturday, Blackburn continue to dictate the pace and if they can get maximum points from the two games they have in hand of most of their rivals they will be in a very strong position.

All the clubs around the top, however, have shown that they are vulnerable and when Rovers can be made to struggle at home by middle-of-the-table Port Vale the uncertainty of it all is emphasised.

North End have, of course, two home matches in succession and likewise have a great chance to improve their position.

Tonights visitors have so far won only one match, which puts them at the bottom of the table, and their latest victors are Grimsby, who come to Deepdale on Saturday.

It is the situation at the top of the table which is the most intriguing and with some important fixtures during this week and more vital clashes on Saturday the League table could take on an entirely different aspect before the end of the month.

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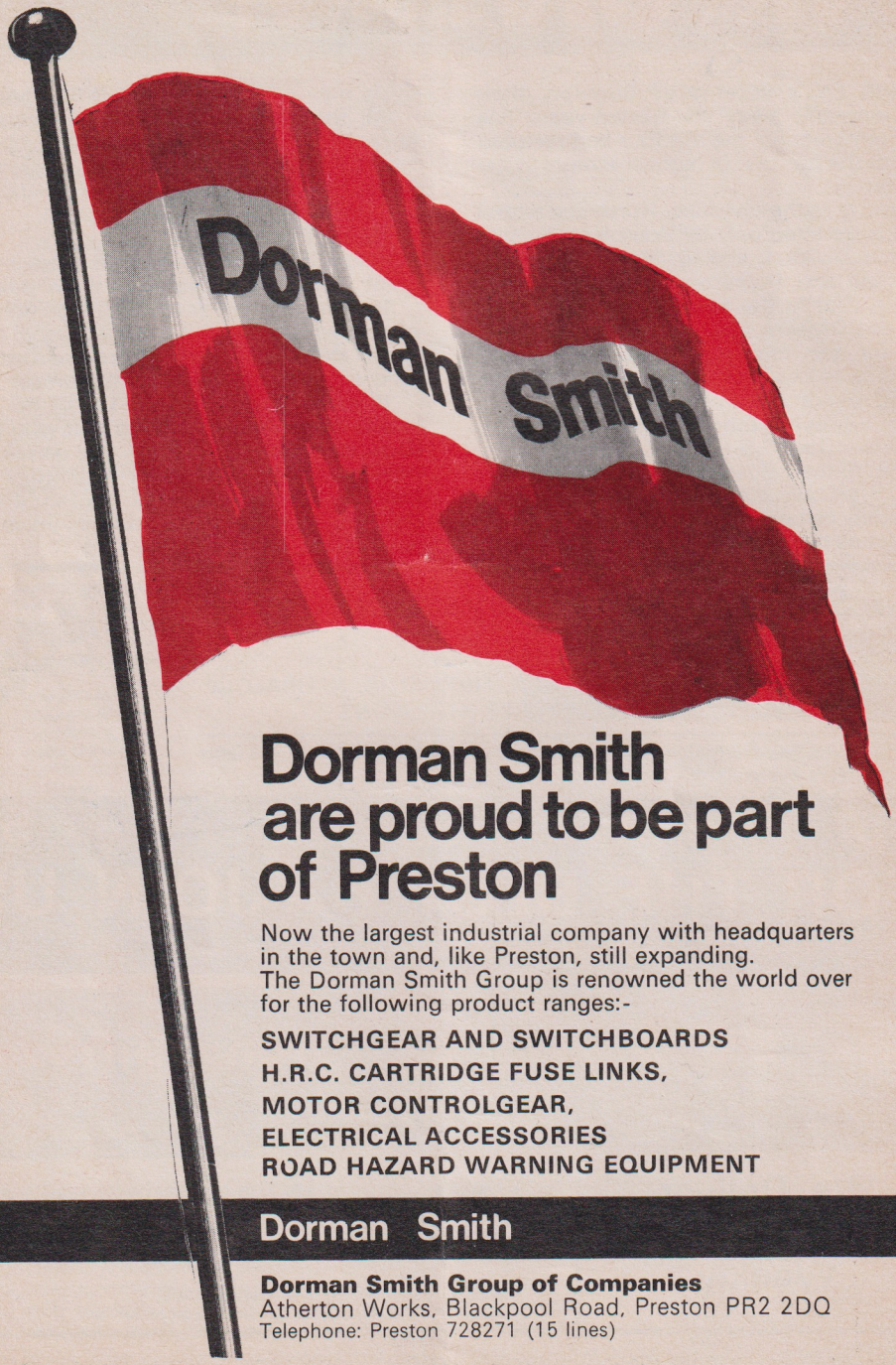

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SNAP SHOTS

The financial plight of many Third and Fourth Division clubs has been spotlighted again by Halifax Town, who were watched by only 1,210 spectators a week ago when they won for the first time since August 31st.

Their chairman, Mr. Percy Albon, is quoted as saying that they are losing £800 a week on every home gate under 2,000. The League rules say that a minimum of £250 must be paid by the home club to the visitors and, in addition, 4% of the net gate goes in a levy to the League. Thus, on this match at least, Halifax would be lucky if they finished up with as much as their opponents after allowing for other outgoings.

Mr. Albon advocates a return to the system of two Third Divisions, one for the north and one for the south, presumably to save travelling expenses but, with many southern clubs able to count on fairly reasonable gates, the idea may not appeal to all northern clubs.

* * *

Those who saw him in action in the Colchester match would readily appreciate how Bobby Svarc came to score 25 goals last season. Now 27, he was on the books of Leicester City and Lincoln City before going out of League football to play for Boston United.

Nobody knew better the ability of the sturdy little sharpshooter than Colchester manager Jim Smith, who was then in charge of Boston and though the £6,000 fee must have seemed a lot of money to the non-League club to Colchester he was a bargain.

Two goals which he scored last week brought his total to six in the League already this season, so he is well on the way to another good "bag".

* * *

Cheers at last for Sheffield United Res., whose record in the Central League up to the weekend read:

P.11 W.0 D.0 L.11 F.10 A.31 Pts.0

On Saturday they beat Bolton 4–1.

Col. Sanders' Recipe

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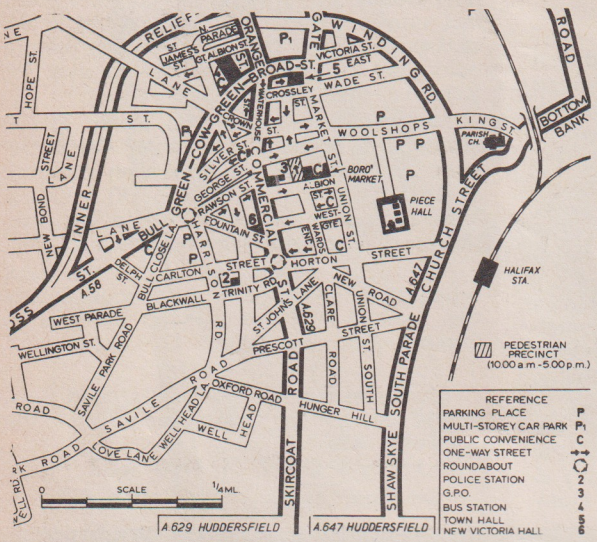
Here is your RAC route to next week's away game at

HALIFAX



PRESTON
M6 (join Motorway at intersection 31, Samlesbury) then via M61 and M62 (follow 'Manchester' then 'Leeds' signs) to intersection 24, junction with
A629 48 miles
A629 to Halifax 53 miles

Halifax Town ground is on the right at Shaw Hill about 4 miles after leaving the motorway.

Supporters wishing to travel to the above match should contact Mr. Tom Moorby in the Supporters Club as soon as possible. Depart 12 noon. Price 75p (Adults); Child 45p.

FIRST GOAL SWEEP

H2	H6	H10	V4	V8
H3	H7	H11	V5	V9
H4	H8	V2	V6	V10
H5	H9	V3	V7	V11

CUT OUT FOR YOUR OWN GROUP SWEEP

SUPPORTERS' CLUB

FORTHCOMING ATTRACTIONS

October		
24	Thursday	HEADLINERS DUO
26	Saturday	SOUNDS OF STYLE (Cabaret Group)
27	Sunday	TWO TIMES DUO
31	Thursday	SPITTIN IMAGE (Personality Duo)

North End know the right way to travel . . . . . by

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EXCURSIONS TO AWAY MATCHES

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RIBBLE TRAVEL CORNER
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A tribute to Alan Kelly

ALAN KELLY TESTIMONIAL MATCH
PRESTON NORTH END v. STOKE CITY
Tuesday 19th November, 1974
Kick-off 7.30 p.m.

Stand tickets are now on sale for the above match. Season Ticket holders have until Thursday 31st October to claim their seat from the Football Club office, after which date all seats will be on open sale.

Non-Season ticket holders seats will be on sale at Lindley Travel Agents, Lune Street, Preston, The Guild Hall Booking office and the Football Club office.

Admission Prices

Centre Pavilion £1.25
South Pavilion £1.00
West Stand 70p

Ground and Paddock admission by cash at Turnstile, normal match Prices.

Lion Bitter
by Matthew Brown

The Football League Division Three – Deepdale – October 22nd, 1974

PRESTON NORTH END Shirts – White		GILLINGHAM Shirts – Amber
John BROWN	1	Ron HILLYARD
Alex SPARK	2	Dave WILTSHIRE
Francis BURNS	3	George LEY
Ray TREACY	4	Dave GALVIN
John BIRD	5	Dave SHIPPERLEY
David SADLER	6	Dick TYDEMAN
Alan LAMB	7	Neil O'DONNELL
Tony MORLEY	8	Joe JACQUES
Mike ELWISS	9	Damien RICHARDSON
Mel HOLDEN	10	David CHADWICK
Bobby CHARLTON	11	Peter FEELEY
	12	

REFEREE

G. NOLAN (Hazel Grove, Cheshire)
Deputy headmaster of a large comprehensive school and in his first season on the full League list. Married, with two sons.

LANCASHIRE EVENING FOOTBALL POST

LINESMEN

Red Flag:
A. A. Booth (Droylsden)

Yellow Flag:
P. Suter (Liverpool)

TODAY'S MATCH BALL DONOR –
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SCORE BOARD

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B	Bristol Rovers West Brom. A.	F		K	O
C	Charlton Ath. Watford	G		L	P
D	Crystal Palace Blackburn R.	H		M	Q

DEEPDALE DIARY

Saturday, October 26th, 1974 DIVISION THREE Kick-off 3.00 p.m.
PRESTON NORTH END v. GRIMSBY TOWN

Saturday, November 2nd, 1974 CENTRAL LEAGUE Kick-off 3.00 p.m.
Preston North End Reserves v. Sheffield United Reserves

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